

ORDER



KSNV

Orders
Order / Rev: 108523
Alt Order #:
Product Desc:
Estimate: Est 3187
Flight Dates: 11/02/12 - 11/06/12
Original Date / Rev: 11/01/12 / 11/01/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency Name: Strategic Media Placement, Inc.
Buying Contact:
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Heck, Joe for Congress
Demographic: A25-54
Product Codes: PLC02
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	10	\$20,500.00	\$17,425.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	10	\$20,500.00	\$17,425.00	0.00
Totals	10	\$20,500.00	\$17,425.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KSNV	11/02/12	11/05/12	Dr. Phil Dr Phil	CM	3-4p	M--F--	1:00	1	\$900.00	1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$900.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$900.00		0.00			
N 2	KSNV	11/02/12	11/05/12	M-F Early News M-F Early News	CM	5-630p	M--F--	1:00	1	\$2,400.00	1	0.00	NM	2	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$2,400.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$2,400.00		0.00			
N 3	KSNV	11/03/12	11/03/12	RALSTON in PRIME RALSTON in PRIME	CM	8-11pm	-----S-	1:00	2	\$2,400.00	1	0.00	NM	2	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		2				\$2,400.00		0.00			
N 4	KSNV	11/04/12	11/04/12	News 3 Sunrise - SUNDAY News 3 Sunrise SUNDAY	CM	6a-7a	-----S	1:00	1	\$700.00	1	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$700.00		0.00			
N 5	KSNV	11/04/12	11/04/12	News 3 Live in Prime News 3 in Prime	CM	7-10pm	-----S	1:00	1	\$3,600.00	1	0.00	NM	1	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$3,600.00		0.00			
N 6	KSNV	11/04/12	11/04/12	LAW & ORDER (synd) PRIME Law & Order (synd) PRIME	CM	M-SA 8-11p / SUN	-----S	1:00	2	\$2,400.00	1	0.00	NM	2	\$4,800.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	KSNV	11/04/12	11/04/12	LAW & ORDER (synd) P6M Law & Order (synd) PRIME		M-SA 8-11p / SUN	-----S	1:00	2	\$2,400.00	1	0.00	NM	2	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12		-----S	2		\$2,400.00		0.00						
													Totals	10	\$20,500.00